

WHAT IS CLAIMED IS:

1                   1.       A non-scrolling ad display from a website for causing a browser  
2 hitting the website to undertake centrally controlled and recorded ad display for  
3 guaranteed minimum timed intervals comprising the steps of:  
4                   providing a website at a webserver for transmitting at least one page with a  
5 non-scrolling ad frame to a browser;  
6                   providing ad content for the non-scrolling ad frame, each ad content  
7 having ad identity and an individual timer for timing out commencing with display at the  
8 browser and an Internet address for fetching by the browser;  
9                   providing a central controller interrogating for browser identity and  
10 maintaining records associated with the browser identity indicating ad identity displayed,  
11 and timer timeout;  
12                  placing the ad content in the non-scrolling ad frame of the browser to  
13 display the ad content and start the individual timer;  
14                  timing out the individual timer of the ad content at the non-scrolling frame  
15 at the browser;  
16                  reporting from the browser to the central controller the timer timeout of the  
17 ad content; and,  
18                  retaining in the central controller a record of the browser identity, the ad  
19 identity, and the timer timeout of the ad content at the browser.

1                   2.       The non-scrolling ad display from a website for causing a browser  
2 hitting the website to undertake centrally controlled and recorded ad display according to  
3 claim 1 and wherein:  
4                   the step of providing a website at a webserver for transmitting at least one  
5 page with a non-scrolling ad frame to a browser further includes:  
6                   having the website transmit code to the browser to interrogate the browser  
7 for the presence of the non-scrolling ad frame; and,  
8                   upon not finding a non-scrolling ad frame at the browser, diverting the  
9 browser to central controller; and,  
10                  having the central controller directly provide to the browser the non-  
11 scrolling ad frame.

1                   3.       The non-scrolling ad display from a website for causing a browser  
2 hitting the website to undertake centrally controlled and recorded ad display according to  
3 claim 1 and wherein:

4                   the step of providing ad content for the non-scrolling ad frame includes  
5 providing the browser with an internet address of the ad content; and,  
6                   having the browser retrieve the ad content from the provided internet  
7 address.

1                   4.       The non-scrolling ad display from a website for causing a browser  
2 hitting the website to undertake centrally controlled and recorded ad display according to  
3 claim 3 and wherein:

4                   the step of providing the browser with an internet address of the ad content  
5 includes having the central system controller provide the internet address of the ad  
6 content.

1                   5.       The non-scrolling ad display from a website for causing a browser  
2 hitting the website to undertake centrally controlled and recorded ad display according to  
3 claim 4 and wherein:

4                   providing from the system controller the internet address of ad content to  
5 be displayed after reporting from the browser to the central controller the timer timeout of  
6 the ad content.

1                   6.       A non-scrolling ad display from a website for causing a browser  
2 hitting the website to undertake centrally controlled and recorded ad display for  
3 guaranteed minimum timed intervals comprising the steps of:

4                   providing a website at a webserver for transmitting at least one page to a  
5 browser;

6                   providing code at the website for transmission to the browser for  
7 interrogating the browser to determine presence of a non-scrolling ad frame in the  
8 browser for the display of ad content;

9                   interrogating the browser for the presence of the non-scrolling frame;

10                  upon not finding the non-scrolling ad frame, diverting the browser to an  
11 internet address for loading the non-scrolling ad frame;

12                   upon finding the non-scrolling ad frame providing ad content for the non-  
13 scrolling ad frame, each ad content having ad identity and an individual timer for timing  
14 out commencing with display at the browser and an Internet address for fetching by the  
15 browser;  
16                   providing a central controller interrogating for browser identity and  
17 maintaining records associated with the browser identity indicating ad identity displayed,  
18 and timer timeout;  
19                   placing the ad content in the non-scrolling ad frame of the browser to  
20 display the ad content and start the individual timer;  
21                   timing out the individual timer of the ad content at the non-scrolling frame  
22 at the browser;  
23                   reporting from the browser to the central controller the timer timeout of the  
24 ad content; and,  
25                   retaining in the central controller a record of the browser identity, the ad  
26 identity, and the timer timeout of the ad content at the browser.

1                   7.       The non-scrolling ad display from a website for causing a browser  
2 hitting the website to undertake centrally controlled and recorded ad display according to  
3 claim 6 and wherein:

4                   the step of providing a central controller interrogating for browser identity  
5 includes;  
6                   providing a generator for generating unique browser identifiers at the  
7 system controller;  
8                   transmitting the unique browser identifier to the browser; and,  
9                   interrogating for unique browser identifiers to the browser from the system  
10 controller to uniquely identify the browser •

1                   8.       The non-scrolling ad display from a website for causing a browser  
2 hitting the website to undertake centrally controlled and recorded ad display according to  
3 claim 6 and wherein:

4                   the step of providing the ad content in the non-scrolling ad frame of the  
5 browser includes having the central controller send the browser the internet address of the  
6 ad content; and,

7 having the browser retrieve the ad content from the internet using the  
8 Internet address.

1 9. A non-scrolling ad display from a website for causing a browser  
2 hitting the website to undertake centrally controlled and recorded ad display for  
3 guaranteed minimum timed intervals comprising the steps of:

4 providing a website at a webserver for transmitting at least one page with  
5 code for installing a non-scrolling ad frame to a browser;

6 providing a plurality of classed ad contents for the non-scrolling ad frame,  
7 each ad content being from a plurality of similarly classified ad contents with each ad  
8 content having ad identity, an individual timer for timing out commencing with display at  
9 the browser and an Internet address for fetching by the browser;

10 providing a central controller interrogating for browser identity and  
11 maintaining records associated with the browser identity indicating ad identity displayed,  
12 and timer timeout;

13 placing the ad content in the non-scrolling ad frame of the browser to  
14 display the ad content and start the individual timer;

15 timing out the individual timer of the ad content at the non-scrolling frame  
16 at the browser;

17 reporting from the browser to the central controller the timer timeout of the  
18 ad content;

19 retaining in the central controller a record of the browser identity, the ad  
20 identity, and the timer timeout of the ad content at the browser;

21 retrieving the record of browser identity, the ad identity, and timer  
22 timeout;

23 changing the plurality of similarly classified ad contents ~~at~~ with the ad  
24 identity of the timer timeout ad; and,

25 transmitting to the reporting browser an address of similarly classified ad  
26 contents less the ad identity of the timer timeout ad;

27 repeating the placing, timing out, <sup>reporting</sup> retaining, retrieving, changing, and  
28 transmitting steps until all similarly classified ad contents have been displayed.

1                   10.     A non-scrolling ad display from a website for causing a browser  
2     hitting the website to undertake centrally controlled and recorded ad display for  
3     guaranteed minimum timed intervals according to claim 9 and wherein:

4                   the step of providing a plurality of classed ad contents for the non-scrolling  
5     ad frame includes a plurality of ad content being from a first similarly classified ad  
6     contents and a plurality of ad contents being from a second similarly classified ad  
7     contents; and,

8                   repeating the placing, timing out, <sup>reporting</sup>retaining, retrieving, changing, and  
9     transmitting steps until first similarly classified ad contents is displayed; and then,

10                  repeating the placing, timing out, <sup>reporting</sup>retaining, retrieving, changing, and  
11     transmitting steps until the second similarly classified ad contents for the non-scrolling ad  
12     frame is displayed.

1                   11.     The process of using a browser in a scheme of precise timed ad  
2     display control wherein the internet includes:

3                   a website at a webserver for transmitting at least one page with a non-  
4     scrolling ad frame to a browser;

5                   ad content for the non-scrolling ad frame, each ad content having ad  
6     identity and an individual timer for timing out commencing with display at the browser  
7     and an Internet address for fetching by the browser; and,

8                   a central controller interrogating for browser identity and maintaining  
9     records associated with the browser identity indicating ad identity displayed, and timer  
10     timeout;

11                  the process of using the browser comprising the steps of:

12                  having the browser call the website;

13                  having the browser retrieve the at least one page of the website and a non-  
14     scrolling ad frame at the browser;

15                  having the browser then display ad content in the non-scrolling ad frame to  
16     start the timer;

17                  having the browser display the ad content a sufficient interval to timeout  
18     the timer in the ad content;

19                  having the browser report to the central controller a record of the browser  
20     identity, the ad identity, and the timer timeout of the ad content at the browser.

1                   12.     The process of using a browser in a scheme of precise timed ad  
2 display control according to claim 11 and wherein:  
3                   the step of having the browser retrieve the at least one page of the website  
4 with the non-scrolling ad frame includes:  
5                   interrogating the browser for the presence of the non-scrolling ad frame;  
6                   upon not finding the non-scrolling ad frame diverting the browser to load  
7 the non-scrolling ad frame from an address on the Internet different from the website;  
8                   upon finding the non-scrolling ad frame having the browser display the ad  
9 content.

1                   13.     The process of using a browser in a scheme of precise timed ad  
2 display control according to claim 11 and wherein:  
3                   the step of having the browser then display ad content in the non-scrolling  
4 ad frame to start the timer includes:  
5                   having the browser retrieve the internet address of the ad content;  
6                   using the Internet address of the ad content, having the browser retrieve  
7 the ad content;  
8                   displaying the retrieved ad content to start the timer.

1                   14.     A process of using a website and webserver in a scheme of precise  
2 timed ad display control wherein the Internet includes:  
3                   a website at a webserver for transmitting at least one page with code for  
4 installing a non-scrolling ad frame to a browser;  
5                   ad content for the non-scrolling ad frame, each ad content having ad  
6 identity and an individual timer for timing out commencing with display at the browser  
7 and an Internet address for fetching by the browser; and,  
8                   a central controller interrogating for browser identity and maintaining  
9 records associated with the browser identity indicating ad identity displayed, and timer  
10 timeout; and,  
11                  an interrogating browser for calling on the webserver of the website for  
12 retrieving the at least one page with the non-scrolling ad frame and displaying the at least  
13 one page with non-scrolling frame;

the process of using the website and webserver to place a overlaid non-scrolling ad frame at the browser only and not at the website and webserver comprising the steps of:

upon receiving a request for the at least one web page from a browser transmitting to the browser code for determining whether the inquiring browser has a non-scrolling ad frame;

upon determining that the inquiring non-scrolling ad frame is not present at the browser, transmitting from the transmitted code to the inquiring browser an address other than the website for the loading of the non-scrolling ad frame to the browser;

upon determining that the inquiring non-scrolling ad frame is present in the webpage at the browser, proceeding to load the web page to the browser, whereby the browser only contains the non-scrolling ad frame and the website and webserver do not contain the non-scrolling ad frame giving to a viewer of the browser the overlaid appearance of the non-scrolling ad frame on the website and webserver.

15. A process of using a website and webserver in a scheme of precise timed ad display control according to claim 14 wherein the Internet includes:

placing lead-in ad content to the non-scrolling ad frame on the browser, the lead-in ad content having ad identity and an individual timer for timing out commencing with display at the browser.

16. A process of using a central system controller in a scheme of precise timed ad display control wherein the internet includes:

a website at a webserver for transmitting at least one page with code for installing a non-scrolling ad frame to a browser;

ad content for the non-scrolling ad frame, each ad content having ad identity and an individual timer for timing out commencing with display at the browser and an Internet address for fetching by the browser; and,

a central controller interrogating for browser identity and maintaining records associated with the browser identity indicating ad identity displayed, and timer timeout; and,

an interrogating browser for calling on the webserver of the website for retrieving the at least one page with the non-scrolling ad frame and displaying the at least one page with non-scrolling frame;

14 the process of using the central system controller comprising the steps of:  
15 receiving requests for ad content address from a browser;  
16 upon receiving the requests for ad content address, inquiring of the  
17 browser for a unique browser identifier;  
18 upon failing to find a unique browser identifier, generating and  
19 transmitting to the browser the unique browser identifier;  
20 upon finding a unique browser identifier, transmitting to the browser the  
21 address of ad content for display at the browser.

1                    17.        The process of using a central system controller in a scheme of  
2        precise timed ad display control according to claim 16 and wherein:  
3                    the step of upon finding a unique browser identifier, transmitting to the  
4        browser the address of ad content for display at the browser includes;  
5                    transmitting to the browser the internet address of the ad content; and,  
6                    permitting the browser to retrieve the ad content independent of the system  
7        controller.

1                    18.        A process of using a central system controller in a scheme of  
2        precise timed ad display control wherein the internet includes:  
3                    a website at a webserver for transmitting at least one page with code for  
4        installing a non-scrolling ad frame to a browser;  
5                    a plurality of classed ad contents for the non-scrolling ad frame, each ad  
6        content being from a plurality of similarly classified ad contents with each ad content  
7        having ad identity, an individual timer for timing out commencing with display at the  
8        browser and an Internet address for fetching by the browser; and,  
9                    a central controller interrogating for browser identity and maintaining  
10       records associated with the browser identity indicating ad identity displayed, and timer  
11       timeout; and,  
12                   an interrogating browser for calling on the webserver of the website for  
13       retrieving the at least one page with the non-scrolling ad frame and displaying the at least  
14       one page with non-scrolling frame;  
15                   the process of using the central system controller comprising the steps of:  
16                   maintaining in the central controller a record of the browser identity, the  
17       ad identity, and the timer timeout of the ad content at the browser;



18 receiving the record of browser identity, the ad identity, and timer  
19 timeout;  
A 20 changing the plurality of similarly classified ad contents ~~at~~ with the ad  
21 identity of the timer timeout ad; and,  
22 transmitting to the reporting browser an address of similarly classified ad  
23 contents less the ad identity of the timer timeout ad.

1 19. The process of using a central system controller in a scheme of  
2 precise timed ad display control according to claim 18 and having the additional step of:  
A 3 repeating the maintaining, <sup>receiving</sup>~~retrieving~~, changing, and transmitting steps  
4 until all similarly classified ad contents have been displayed.